



Navy Recruiting (Diversity Programs)

**EOA Symposium
28 November 2001**

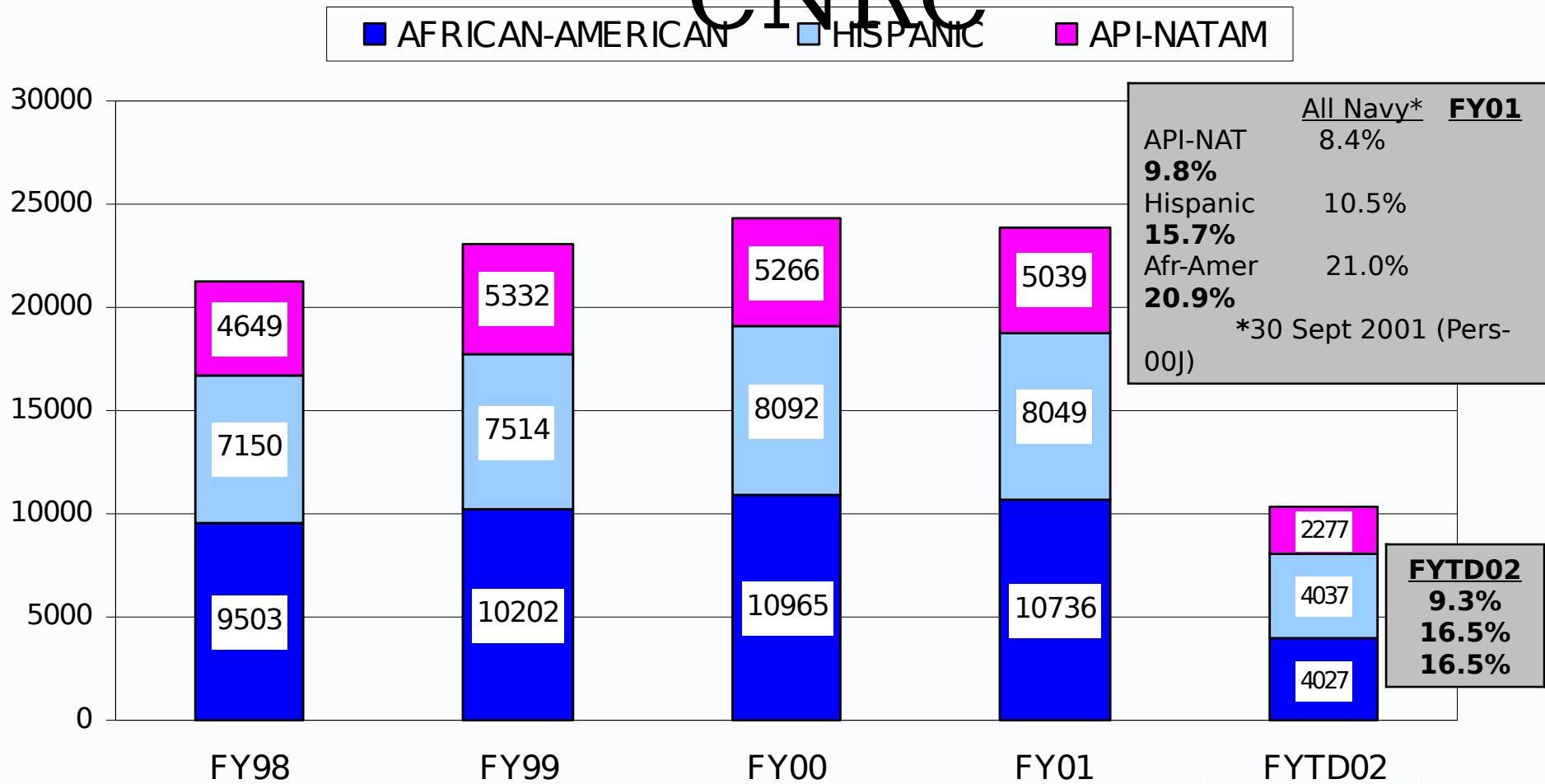
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NAVY RECRUITING COMMAND

FY01 Enlisted Diversity -

CNRC



Includes all non-prior service recruits (no Navy veterans or other service veterans). FYTD02 figures include recruits accessed or in DEP as of 19 November 2001.

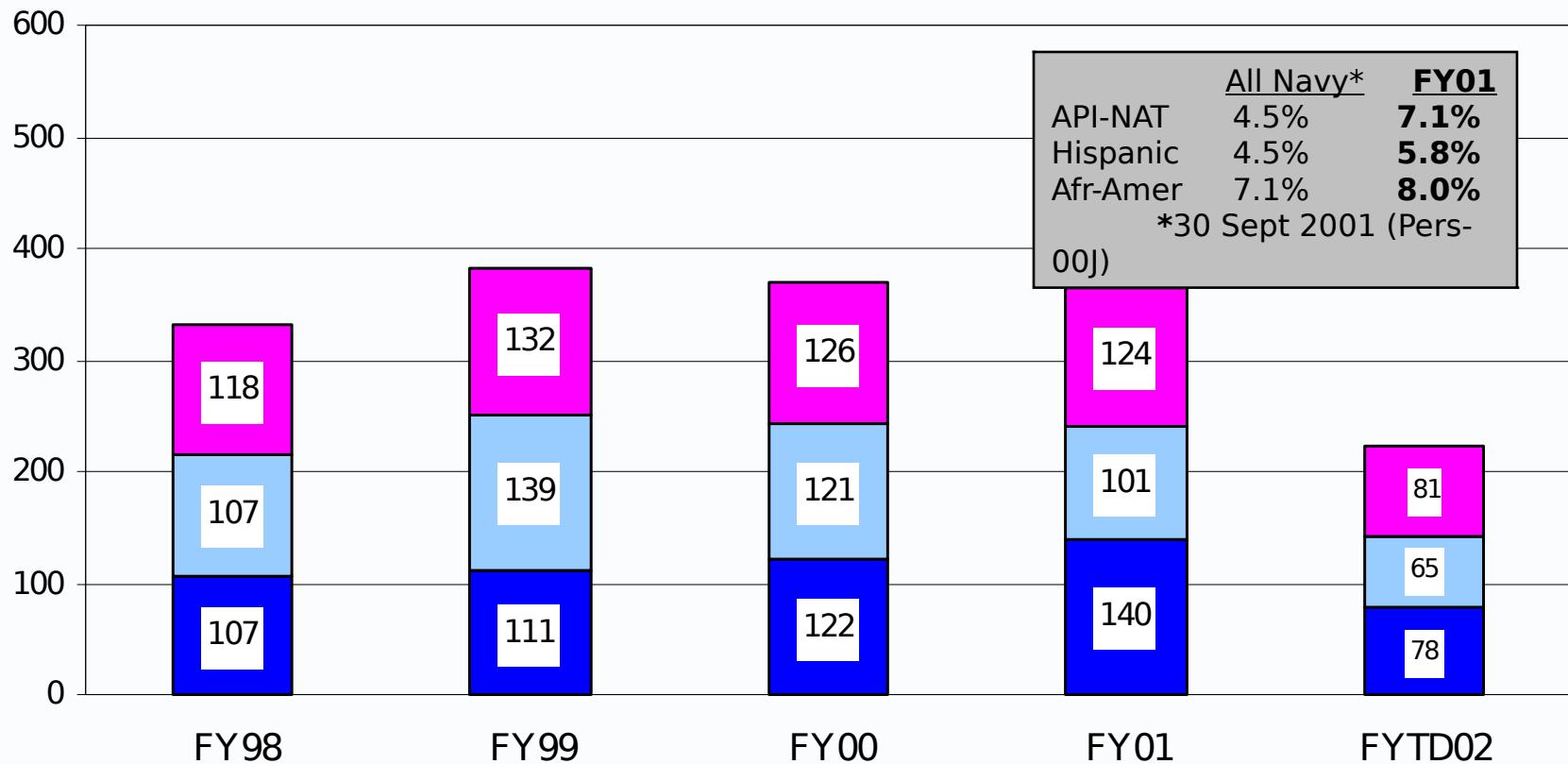
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FY01 Officer Diversity - CNRC



Includes OCS and Direct Appointment
only.
Does not include students, NROTC or
USNA.

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What Are We Doing?

Diversity Programs/Initiatives

- Diversity Summit
- Corporate Sponsorships
- Campus Liaison Officer (CLO) Program
- HBCU/HSI Outreach Programs
- Participate at NAACP, NCLR, NUL, etc.
- Diversity VIP Trips



Diversity Summit

- Navy accessions programs Admirals (CNP, CNET, USNA, and CNRC) meet periodically to strategize on diversity officer accessions
 - Understand and support the need for diversity
 - Identified shortfalls in processes/resources
 - Implemented Action Steps
 - Continuous process (long-term commitment)



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Corporate Sponsorships

- Investing In Our Market
 - Black Engineer of the Year (BEY)
 - National Society of Black Engineers (NSBE)
 - National Association For Equal Opportunity In Higher Education (NAFEO)
 - Society of Hispanic Professional Engineers (SHPE)
 - Mexican American Engineers and Scientists (MAES)
- A Win-Win For All



Campus Liaison Officer (CLO) Program

- Bridges the gap between higher education and recruiting
- Objectives of CLO Program:
 - Provides credible resources and role models in the college community for the Navy
 - Provides CNRC with assistance for minority officer recruiting and the minority education community
 - Increases accession and retention of minority officers in the Navy
 - Assists in increasing minority civilian community awareness of opportunities and upward mobility available to minorities in the Navy.



HBCU/HSI Outreach Programs

- College “Blitzes”
- Taking our story and opportunities to the Campus
- Targeting Campus Minority Engineering Societies
 - NSBE, SHPE, MAES
 - Flag Level Participation
- Increased visibility at HBCUs/HSIs
 - Classroom visits/fraternity pizza party presentations
 - Broadens students' awareness of Navy and related opportunities



Community Outreach

- Participation at NAACP, NCLR, NUL. etc.
 - Attend career fairs
 - Attend exhibit fairs
 - Participate in pre-college initiatives



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Diversity Conferences/Events

EVENT	DATE	LOCATION
NSBE Region IV Conference	2-4 NOV 01	Bellvue, WA
SHPE Region 4 Conference	2-4 NOV 01	Stamford, CT
NAFEO Career Fair	8 NOV 01	Atlanta, GA
American Indian Science & Engineering Society (AISES)	16-18 NOV 01	Albuquerque, NM
API/Hispanic College Visit (TBD)	23-25 Jan 02	TBD



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Diversity Conferences/Events

EVENT	DATE	LOCATION
Society of Hispanic Professional Engineers (SHPE) National Conference	5-9 FEB 02	Minneapolis, MN
Black Engineer of the Year (BEY) Awards Conference	14-17 FEB 02	Baltimore, MD
HBCU/HSI/MSI College Visit	20-23 FEB 01	TBD
HBCU/HSI/MSI College Visit	TBD	TBD
Diversity VIP Trip	6-9 MAR 02	San Diego, CA
HBCU Visit	13-15 MAR 02	TBD
NAFEO National Conference	MAR 02	Washington, DC
API/Hispanic College Visit	19-21 MAR 02	TBD
National Society of Black Engineers (NSBE) National Conference	27-31 MAR 02	Orlando, FL

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Diversity Conferences/Events

EVENT	DATE	LOCATION
College Visit	10-11 Apr 02	TBD
Minority Students in Science	11-13 Apr 02	Birmingham, AL
Federal Asian Pacific American Council (FAPAC)	5-10 May 02	Washington, DC
National Image Conference	26 May-2 Jun 02	San Diego, CA
Association of Naval Services Officers (ANSO) and the National Naval Officers Association (NNOA) Joint Conference	TBD	San Diego, CA or Seattle, WA

* Denotes Tentatively Scheduled Events

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Diversity Conferences/Events

EVENT	DATE	LOCATION
League of United Latin American Citizens (LULAC) National Conference	23-29 Jun 02	Dallas
National Association for the Advancement of Colored People (NAACP) National Conference	6-11 Jul 02	Houston, TX
Indiana Black Expo	15-21 Jul 02	Indianapolis, IN
National Council of LaRaza (NCLR)	20-24 Jul 02	Miami, FL
National Urban League (NUL)	3-7 Aug 02	Los Angeles, CA

* Denotes Tentatively Scheduled Events

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Diversity VIP Trips

- Site visits to Fleet Concentration Areas
 - Potential officer applicants
 - Influencers (educators and corporate reps)
- Intent is to dispel the stereotypes



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NROTC Immediate Selection Decision (ISD) Scholarships

- Created as an “On-the-Spot” scholarship opportunity to help us compete with colleges who offer similar scholarships to underrepresented groups.
 - Top 20% of high school graduating class
 - **Under-utilized** by minorities



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DIVERSITY RECRUITING INFO

www.navy.com Navy recruiting web site

www.ELNAVY.com Bilingual web site for Navy recruiting

www.bupers.navy.mil/mentor/index.html Pers-00J home page to link to Navy demographics info, SEMINAR duty info, Diversity recruiting opportunity events, etc.

<http://www.bol.navy.mil/divcalendar/default.asp>
Pers-00J diversity events calendar

Navy Recruiting Command Diversity Recruiting Programs:

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